

Today for Tomorrow - Kömmerling positions itself as a sustainability brand

"Kömmerling – these are not just high-quality products. It's an attitude. We are working to ensure a sustainable future."



Profine is a worldwide leading manufacturer of PVC-U profiles for windows and doors and a renowned provider of shutter systems and PVC sheets. With its KBE, KÖMMERLING, and TROCAL brands, the Group supplies its products to more than 100 countries and has an excellent international standing at 29 sites in 23 countries.

In the 125th anniversary year, Kömmerling has positioned itself for the future with the realignment of its brand. Sustainability is at the heart of the new positioning and brand philosophy. For Kömmerling, these are not just euphonious declarations of intent. And it is about taking action today and making the right decisions for tomorrow. This becomes visible to the outside world with a completely new brand image in a new design, with a new logo and slogan.

It was a firework of ideas and surprises: Kömmerling's 125th anniversary. With a big three-day event from June 23 to 25, 2022, the Pirmasens site not only celebrated the 125th anniversary but also set the course for a sustainable future. Whether galas, in-house exhibitions or employee parties – unique, breathtaking, unforgettable, the participants described the events enthusiastically.

Sustainable cycle

Dr. Peter Mrosik, owner and CEO of profine, says: "Living up to our responsibility means protecting the future. It's up to us, the industry leaders of our time, to make a difference today. As determined and ambitious doers, we have the strength and the will to deliver

positive change in everything we do. But we want to be more than a pioneer. And we also want to be role models for others. Everyone who, like us, feels equally committed and capable of rising to this major challenge. Our goal is to create a sustainable loop for high-quality products made of synthetic materials. Today we develop the right solutions for tomorrow and set standards for a future worth living. This is what our Kömmerling brand stands for."

Clear vision

The new Kömmerling brand thus conveys a clear vision and an apparent attitude that wants to make a difference for its customers and the entire market and emphasizes the sustainable meaning of their work for over 3,000 employees. The goal is: Don't wait for someone else to change something that you can change yourself. Today for tomorrow – this message becomes the central brand core, which is reflected in all product, image and social media communication measures.

New logo and slogan

The new logo is the clearest visible sign of this realignment. The new Kömmerling logo displays natural elements like the sun and water in abstract form and embodies circularity. Warm colours represent life, awakening and the future. These elements also characterize the revolutionary corporate design. Characteristics of the design include a new image and colour scheme and a design with curved lines. The new slogan is the thematic and emotional framework for the unique appearance. In just three words, it sums up the brand message and direction that Kömmerling stands for: Today for Tomorrow.

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